

**Statewide Local Contractors**  
**Reach of Channel Utilization for Federal Fiscal Year 05**

Channels utilized for services provided
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Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Activity	Utilized Channel	Percent of Agencies	Utilized Channel	Percent of Agencies	Average Utilized Channel	Average Percent of Agencies
LOCAL CONTRACTS	4	100%	5	100%	5	100%
CHANNELS						
Colleges and Universities	2	50%	2	40%	2	45%
Community Based Organizations	2	50%	4	80%	3	65%
Community Clinic	2	50%	2	40%	2	45%
Community Youth Organizations	2	50%	1	20%	2	35%
Faith/Church Sites	2	50%	4	80%	3	65%
Farmers' Markets	2	50%	2	40%	2	45%
Food Closets	2	50%	2	40%	2	45%
Grocery Stores	1	25%	2	40%	2	33%
Healthcare Facilities	2	50%	2	40%	2	45%
Healthy/Head Start	1	25%	1	20%	1	23%
Internet	1	25%	2	40%	2	33%
Parks, Recreation Centers	2	50%	3	60%	3	55%
Preschools	1	25%	1	20%	1	23%
Print Media	3	75%	1	20%	2	48%
Public Health Department	1	25%	4	80%	3	53%
Radio	1	25%	2	40%	2	33%
Restaurants	0	0%	1	20%	1	10%
Schools	2	50%	3	60%	3	55%
Senior Centers	2	50%	1	20%	2	35%
Soup Kitchens	2	50%	2	40%	2	45%
Television	1	25%	1	20%	1	23%
Tribal Organizations	2	50%	2	40%	2	45%
WIC Sites	1	25%	0	0%	1	13%
Worksites	1	25%	1	20%	1	23%
Other	3	75%	3	60%	3	68%
LOCAL TOTALS						

**Statewide Local Contractors**  
**Reach of Media Advertising Efforts for Federal Fiscal Year 05**

Advertising includes any paid or public service placement that has a commercial look and does not contain editorial material. It includes PSA's for radio, TV, paid news print advertising, and outdoor placements such as billboards and bus wraps.

Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Type of Advertising	Inputs	Consumer Impressions	Inputs	Consumer Impressions	Total Inputs	Total Consumer Impressions
<b>LOCAL CONTRACTS</b>	<b>4</b>		<b>5</b>			
<b>TV</b>						
paid TV ads	0	0	0	0	0	0
free TV ads	0	0	0	0	0	0
<b>Radio</b>						
paid radio ads	1	347,312	2	6,646,200	3	6,993,512
free radio ads	0	0	0	0	0	0
<b>Print</b>						
paid ads placed	16	1,572,500	1	7,900	17	1,580,400
<b>Outdoor</b>						
paid ads placed on billboards, bus stops, or other outdoor advertising	0	0	0	0	0	0
free print ads on kiosks or posters	0	0	1	4,255	1	4,255
<b>LOCAL TOTALS</b>	<b>17</b>	<b>1,919,812</b>	<b>4</b>	<b>6,658,355</b>	<b>21</b>	<b>8,578,167</b>

Consumer Impressions may be duplicated counts

**Statewide Local Contractors**  
**Reach of Public Relation Efforts for Federal Fiscal Year 05**

Public Relations activities are things a program does to generate free news coverage of program activities or issues a program is trying to highlight.

Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Type of Advertising	Inputs	Consumer Impressions	Inputs	Consumer Impressions	Total Inputs	Total Consumer Impressions
<b>LOCAL CONTRACTS</b>	<b>4</b>		<b>5</b>			
<b>TV</b>						
# Agencies that submitted media alerts or tip sheets to TV	1	n/c	1	n/c	2	n/c
# Media alerts or tip sheets submitted	1	n/c	4	n/c	5	n/c
# Agencies that submitted press releases	1	n/c	1	n/c	2	n/c
# press releases submitted	1	n/c	1	n/c	2	n/c
TV stories aired from releases	1	n/c	0	n/c	1	n/c
Total TV interviews conducted	1	n/c	0	n/c	1	n/c
TV stories from interviews	1	n/c	0	n/c	1	n/c
<b>Total number of TV inputs</b>	<b>7</b>	<b>n/c</b>	<b>7</b>	<b>n/c</b>	<b>14</b>	<b>n/c</b>
<b>Radio</b>						
# Agencies that submitted media alerts or tip sheets to radio	0	n/c	1	n/c	1	n/c
# Media alerts or tip sheets submitted	1	n/c	1	n/c	2	n/c
# Agencies that submitted press releases	0	n/c	1	n/c	1	n/c
# Press releases submitted to radio	1	n/c	1	n/c	2	n/c
Radio Stories from releases	2	n/c	0	n/c	2	n/c
Total # radio interviews conducted	11	n/c	1	n/c	12	n/c
Total # radio interviews aired	7	n/c	0	n/c	7	n/c
<b>Total number of radio inputs</b>	<b>22</b>	<b>n/c</b>	<b>5</b>	<b>n/c</b>	<b>27</b>	<b>n/c</b>
<b>Print</b>						
# Agencies that submitted media alerts or tip sheets to newspaper	2	n/c	2	n/c	4	n/c
# Media alerts or tip sheets submitted	7,203	n/c	5	n/c	7,208	n/c
# Agencies that submitted press releases	1	n/c	1	n/c	2	n/c
# Press releases submitted to print	60	n/c	1	n/c	61	n/c
Total print stories printed	6	n/c	4	n/c	10	n/c
Interviews with print outlets	3	n/c	2	n/c	5	n/c
Print Stories from interviews	5	n/c	2	n/c	7	n/c
<b>Total number of print inputs</b>	<b>7,280</b>	<b>n/c</b>	<b>17</b>	<b>n/c</b>	<b>7,297</b>	<b>n/c</b>
<b>LOCAL TOTALS</b>	<b>7,309</b>	<b>n/c</b>	<b>29</b>	<b>n/c</b>	<b>7,338</b>	<b>n/c</b>

n/c = not collected

Consumer Impressions may be duplicated counts

**Statewide Local Contractors**  
**Reach of Media Advocacy Efforts for Federal Fiscal Year 05**

Media advocacy describes when media is used to promote a policy agenda. It includes three basic steps: setting the agenda, shaping the debate, and advancing the policy. Media advocacy work has a clear expectation of social change resulting from the efforts.

Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Type of Advertising	Inputs	Consumer Impressions	Inputs	Consumer Impressions	Total Inputs	Total Consumer Impressions
<b>LOCAL CONTRACTS</b>	<b>4</b>		<b>5</b>			
# Feature Articles Submitted	5	n/c	13	n/c	18	n/c
Total Feature Stories Run	8	n/c	11	n/c	19	n/c
# Letters to Editor Submitted	0	n/c	0	n/c	0	n/c
Total Letters to the Editor Run	0	n/c	0	n/c	0	n/c
Total Editorial Board Meetings Attended	0	n/c	0	n/c	0	n/c
<b>LOCAL TOTALS</b>	<b>13</b>	<b>n/c</b>	<b>24</b>	<b>n/c</b>	<b>37</b>	<b>n/c</b>

n/c = not collected

Consumer Impressions may be duplicated counts

**Statewide Local Contractors**  
**Reach of Sales Promotions Activities for Federal Fiscal Year 05 (Page 1 of 2)**

Reach of Sales Promotions Activities for Federal Fiscal Year 05 (Page 1 of 2)

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**Statewide Local Contractors**  
Reach of Sales Promotions Activities for Federal Fiscal Year 05 (Page 2 of 2)

Reach of Sales Promotions Activities for Federal Fiscal Year 05 (Page 2 of 2)

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**Statewide Local Contractors**  
**Reach Personal Sales for Federal Fiscal Year 05 (Page 1 of 3)**

Personal sales are most like traditional nutrition education. Classes are defined as a single class and/or each lesson in a series of separate lessons or professional development sessions. Participation in one class is the sum of individuals attending a single class or one lesson in a series. In a series of classes, each class must be included in the total number of impressions. Materials distribution is also considered a "personal sales" activity. Please write the name of each item distributed and the number that was distributed.

Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Activity	Number of Classes / Activities	Number of Participants (Consumer Impressions)	Number of Classes / Activities	Number of Participants (Consumer Impressions)	Total Number of Classes / Activities	Total Consumer Impressions
<b>LOCAL CONTRACTS</b>	<b>4</b>		<b>5</b>			
<b>Classes and Trainings</b>						
# nut ed classes conducted	171	4,564	512	6,879	683	11,443
# provider training classes	10	1,376	23	243	33	1,619
# pa-nut class	77	517	28	784	105	1,301
# "other" classes	0	0	59	1,434	59	1,434
<b>Total Classes and Trainings</b>	<b>258</b>	<b>6,457</b>	<b>622</b>	<b>9,340</b>	<b>880</b>	<b>15,797</b>

Reach of Network Personal Sales Activities for Locals on the following page

Consumer Impressions may be duplicated counts

Statewide Local Contractors						
Reach of Personal Sales Activities Federal Fiscal Year 05 (Page 2 of 3)						
Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Activity	Quantity Distributed	Consumer Impressions	Quantity Distributed	Consumer Impressions	Total Quantity Distributed	Total Consumer Impressions
<b>LOCAL CONTRACTS</b>	<b>4</b>		<b>5</b>			
Materials Distributed						
Other Nutrition Materials, Non- Network Produced						
# Other Program curriculum previously developed	56	n/c	1,154	n/c	1,210	n/c
# Other Program promotional item previously developed	3,137	n/c	40,318	n/c	43,455	n/c
# Other Program flyers, newsletters previously developed	26,889	n/c	9,220	n/c	36,109	n/c
# Other Program other types of materials previously developed	1,057	n/c	533,443	n/c	534,500	n/c
<b>Total Other Nutrition Materials, Non-Network Produced</b>	<b>31,139</b>	<b>n/c</b>	<b>584,135</b>	<b>n/c</b>	<b>615,274</b>	<b>n/c</b>
n/c = not collected						
Reach of Network Personal Sales Activities for Locals on the following page						
Consumer Impressions may be duplicated counts						



Statewide Local Contractors  
Reach of Network Personal Sales Activities Federal Fiscal Year 05 (Page 3 of 3)

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**Statewide Local Contractors**  
**Reach of Policy Change Efforts for Federal Fiscal Year 05 (Page 1 of 2)**

Environmental change includes changes to the economic, social or physical environments.

Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Activity	Support Policy Change	Percent of Agencies	Support Policy Change	Percent of Agencies	Average Support Change	Average Percent of Agencies
<b>LOCAL CONTRACTS</b>	<b>4</b>	<b>100%</b>	<b>5</b>	<b>100%</b>	<b>5</b>	<b>100%</b>
<b>ENVIRONMENT</b>						
Advocated for increased fruits and vegetables at local stores	1	25%	1	20%	1	23%
Developed partnerships to work towards environmental change	1	25%	3	60%	2	43%
Developed, maintained school or community garden	1	25%	1	20%	1	23%
Encouraged restaurants and grocery stores to carry culturally appropriate foods	0	0%	0	0%	0	0%
Improved food choices at functions	3	75%	4	80%	4	78%
Improved food choices in cafeteria	1	25%	3	60%	2	43%
Increased access to information, applications for Food Stamp, Free and Reduced priced meals	2	50%	4	80%	3	65%
Increased daily nutrition announcements	2	50%	2	40%	2	45%
Increased lighting, paths, times to promote biking and walking	0	0%	1	20%	1	10%
Initiated/Implemented salad bar program	1	25%	0	0%	1	13%
Limited access to high fat milk products	1	25%	1	20%	1	23%
Limited access to junk food	2	50%	3	60%	3	55%
Limited access to soda	2	50%	3	60%	3	55%
Made healthy snack carts available	1	25%	2	40%	2	33%
Replaced vending machine choices with healthier foods	3	75%	1	20%	2	48%
Worked to improve transportation from markets	1	25%	0	0%	1	13%
<b>LOCAL TOTALS</b>						

Policy, Systems & Environment changes continue on the next page.

